



THE BORDERLESS WORLD

IPA'S 29th CONVENTION



JERUSALEM, ISRAEL, 16-19 JANUARY, 1995

PROGRAM

Dear Colleague,

It is a great honor for me to welcome you to the 29th Annual Convention of the Information Processing Association of Israel (IPA). A special welcome is extended to our guests from abroad, who have arrived to take part in the major event of the information technology community in Israel.

The geo-political developments in the Middle-East and the constant technological advancements instill a new meaning and dimension to the main theme of the convention - The Borderless World.

For the first time we join hands in our annual convention with colleagues from Arab countries as well as from South East Asia, Japan, the USA and Europe.

Israel's achievements in the Hi-Tech industry in general, and in the field of software and communication in particular, have become a world renowned economic and technological success story.

The 29th Annual Convention of IPA will discuss "hot" topics in technology. Experts from Israel and abroad will share with us their expertise and will expose us to future innovations and their effects on our society, economics, education and other aspects of our lives. Israel today can benefit from the opportunity to collaborate with colleagues from all over the world. I truly believe that this convention will establish the ground and build the bridge to future cooperation and projects which will make Israel into one of the most important software centers and information technology based industries centers in the world.

The comprehensive commercial exhibition and the social gatherings, will complement the rich professional sessions and will undoubtedly combine to provide an enjoyable and stimulating meeting.

Yours sincerely,

Amiram Shore
Chairman - 29th IPA Convention

In Cooperation with:

MINISTRY
OF INDUSTRY
& TRADE

ISRAELI
MANAGEMENT
CENTER



המרכז היהודי-ערבי למיתוח כלכלי
المركز اليهودي-العربي للتطوير الاقتصادي
The Center for Jewish-Arab Economic Development

Convention Committee

- | | |
|------------------------|----------------------------------------------------------------------------|
| Amiram Shore | - Chairman of the IPA Convention
M.L.L. Software & Computers Industries |
| Dr. David Mittwoch | - President of IPA
AT&T-GIS |
| Moshe Gottlieb | - Chairman of the Board - IPA
Bar Ilan University |
| Dr. Mira Marcus-Kalish | - Chairperson, Program Committee
The Weizmann Institute of Science |
| Arie Amit | - Chairman, Organizing Committee
Kesselman Management Services |
| Bat-Sheva Shezaf | - Managing Director - IPA |

Program Committee

- | | |
|--------------------------|-----------------------------------------------------------------------|
| Dr. Mira Marcus-Kalish | - Chairperson, Program Committee
The Weizmann Institute of Science |
| Hanan Achsaf | - Motorola Israel |
| Nizam Attallah | - Nizam Systems |
| Eli Attar | - Israel Phoenix Assurance Co. |
| Dr. Meir Burstin | - Advanced Recognition Technology |
| Dr. Yehoshua J. Gleitman | - Ministry of Industry & Trade |
| Shaula Haitner | - IBM Israel |
| Dr. Abraham Meidan | - Hashavshevet |
| Prof. Zeev Neumann | - Tel-Aviv University |
| Mira Richman | - Israel Export Institute |
| Yehuda Zisapel | - RAD-BYNET |

IPA's Professional Societies

- | | |
|-----------------------|---------------------------------------------|
| Dr. Yoel Adir | - Rafael |
| Dr. Issachar Gilad | - Technion - Israel Institute of Technology |
| Dr. Shaul Markovitz | - Technion - Israel Institute of Technology |
| Dr. Morton F. Taragin | - The Weizmann Institute of Science |

Organization Committee

- | | |
|------------------|-------------------------------------------------------------------|
| Arie Amit | - Chairman, Organizing Committee
Kesselman Management Services |
| Nachman Agmon | - Shekem |
| Eli Attar | - Israel Phoenix Assurance Co. |
| Elizur Bar-Yosef | - IBM Israel |
| Shimon Bukshpan | - Petach-Tikva Municipality |
| Amos Cohen | - Israel Export Institute |
| Lior Kamil | - iTECH |
| Danny Katarivas | - Ministry of Industry and Trade |
| Itzhaki Koren | - Fibronics |
| Sara Kremer | - The Center for Jewish/Arab Economic
Development |
| Eid Sader | - Sader Computers |

MONDAY, JANUARY 16, 1995

(Dan Panorama Convention Center, Tel Aviv)

18.30 GET-TOGETHER RECEPTION

19.30 **OPENING CEREMONY**

GREETINGS:

Amiram Shore - Chairman, 29th IPA Convention
M.L.L. Software & Computers Industries

Moshe Gottlieb - Chairman of the Board - IPA, Bar-Ilan University

Dr. David Mittwoch - President of IPA, AT&T-GIS

MUSICAL INTERLUDE:

GUEST OF HONOR:

Mr. Michael Harish - Minister of Industry and Trade

PRESENTATION OF AWARDS:

- Lifelong Achievement Award
- IPA Awards

KEYNOTE SPEAKERS:

**INFORMATION SYSTEMS IN THE 90'S: NEW WORLD
DISORDER**

Paul Gillin, Editor, COMPUTERWORLD, USA

SUCCESS THROUGH CREATIVITY
Randall Munson, Founder & President of CREATIVE
PRODUCTIONS, USA

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Dulzin Hall

09.30 - 11.00

PLENARY SESSION 1

Chairman: **Amiram Shore**, M.L.L. Software & Computers Industries*Global Information Infrastructure: The Next Generation***Prof. Lawrence H. Landweber**, Computer Science Dept., University of Wisconsin, USA,
Vice President of Internet Society (E)*The Electronic Global Village - Challenges & Opportunities***Dr. Abe Peled**, Senior VP Business Development, Elron Electronics Industries,
Former IBM Research Division VP Systems & Software (E)

11.00 - 11.30

C O F F E E B R E A K (in the exhibition hall and on the 1st floor)

11.30 - 13.00

PLENARY SESSION 2

GUEST OF HONOR: **Mr. Ezer Weizman**, President of the State of Israel

PANEL: LIBERALIZATION IN COMMUNICATION (T)

Moderator: **Yoram Alster**, Consultant - former Chairman of the Board - BEZEK - The Israeli
Communication Company, former President of IPA.Panelists: **Sal Noto**, Product Manager, Vice President for Global Messaging and Information
Services, AT&T Easylink, USA**Shlomo Waxe**, General Director, Ministry of Communication**Isaac Kaul**, President of BEZEK - The Israeli Communication Company**Hanan Achsaf**, Managing Director & Country Manager, Motorola Israel

13.00 - 14.00

L U N C H B R E A K (entrance level)

Dulzin Hall

Schwartz Hall

Hall 500

14.00 - 15.30

T6 - VIRTUAL REALITY

Chairman: **Neora Shem-Shaul**, Editor, Zombit Magazine*Buzzwords Only - The Real, The Virtual, The Hype**and The Bottomline* (T)**Neora Shem-Shaul**, Editor, Zombit Magazine*The Computer as a Philosophical Laboratory* (T)**Prof. Emanuel Gruengard**, IBM Israel & Bar Ilan
University*Virtual Reality - Back to Reality* (T)**Jacob Silbiger**, Managing Director,
Sinergy Integration

T2 - OBJECT ORIENTED

Chairman: **Michael W. Rosler**, Product
Manager, AT&T Israel*The Future Markets of Software
Development Tools* (E)**Mitchell E. Kartzman**, Founder,
Chairman & CEO, Powersoft, Inc., USA*Object Orientation meets CASE:
Engineering Information Systems**Using Components* (E)**Dr. Tzvi Vinig**, Faculty of Economics,
Vrije Universiteit Amsterdam, The
Netherlands*Developing Mission Critical Applications,
in Large Volume Heterogeneous Networks
and De-Centralized Servers* (E)**Elie Kanaan**, Director of Marketing,
Sybase Europe, France

T1 - INTERNET (1)

Chairman: **Dr. Morton Taragin**,
Weizmann Institute of
Science*Gigabit Testbeds in the USA -
Technical Overview* (E)**Prof. Lawrence H. Landweber**,
Computer Science Department,
University of Wisconsin, USA,
Vice President of Internet Society*Medical Education on the Internet* (E)
Prof. Art Huntley, Dermatology,
University of California & Weizmann
Institute of Science

15.30 - 16.00

C O F F E E B R E A K (in the exhibition hall and on the 1st floor)

16.00 - 17.30

T8 - PANEL: THE SOFTWARE MARKET IN THE
YEAR 2000 (T)Moderator: **Dr. Sheizaf Rafaeli**, The Hebrew
University of Jerusalem

Panelists:

Abraham Meidan, President, Hashavshevet**Amiram Shore**, President, M.L.L. Software & Computers
Industries**Eli Gonen**, COO, Magic Software Enterprises**Elizur Bar-Yosef**, International Procurement Office
Manager, IBM Israel**Arie Scope**, General manager, Microsoft Israel

T7 - INTERNET (2)

Chairman: **Dr. Morton Taragin**,
Weizmann Institute of
Science*Information Global Network* (T)
Dr. Zeev Barzilai, IBM Israel*Israeli Information Services in the
Internet - A Survey* (T)**Dov Viner**, MOFET Institute &
MAHAR 98*The Use of International Communications
in the Commercial Activities of a
Company* (T)**Dr. Beth Erez**, Director of Strategic
Planning, Elron Electronic
Industries Ltd.

		Eshkol Hall 1
		COMMERCIAL SESSION Each presentation is scheduled for 45 minutes
		10.00 <i>The Next Generation Hub</i> Team Computers
		11.00 <i>Cisco IBM Networking Solutions</i> Nunzio Santoro, Netcom

		COMMERCIAL SESSION Each presentation is scheduled for 45 minutes
		12.00 <i>RMON - The Missing Link in Network Management</i> Avi Carmon, Bynet
		13.00 <i>A.T.M. - The Technology of the Future</i> Irfan Ali, Tadiran

Hall 210	Eshkol Hall 2	Eshkol Hall 3	Eshkol Hall 1
T5 - THE ISRAEL MANAGEMENT CENTER MANAGEMENT IN THE DYNAMIC INFORMATION ERA <i>Managing in the Information Era</i> (H) Prof. Israel Borovich, President & CEO, Arkia Israeli Airlines <i>A Glance to the Future Information Technologies</i> (H) Dr. Dov Biran	T4 - APPLICATIONS IN MAN MACHINE SYSTEM Chairman: Dr. Issachar Gilad, Technion - Israel Institute of Technology <i>Human Factors in Evaluation of Man Machine Systems</i> (T) Dr. Michael Brikner, Vice President, PAMAM Human Engineering, Former Senior Research Scientist at NASA & Head of Human Engineering Division, Israeli Air Force <i>Virtual Reality Applications in Development of Work Stations</i> (T) Samuel Konforti, Israeli Defence Force <i>Production Time as a Work Load Measure</i> (T) Dr. Dan Zakay, Tel Aviv University	T3 - SURVIVAL GUIDE TO SOFTWARE TESTING Chairman: Moti Krispil, TesCom <i>Global Survey of New Trends and Challenges Facing Software Testing</i> (H) Moti Krispil, Head of R&D, TesCom <i>User Acceptance Testing - Theory & Practice (based on Industry Experience)</i> (E) Geoff Quentin, Chairman of the British Computer Society, Special Interest Group in Software Testing, UK	COMMERCIAL SESSION Each presentation is scheduled for 45 minutes
			14.00 <i>SDN Services</i> David Ben Noon, Bezeq
			15.00 <i>Products & Applications in the ISDN World</i> Zvi Shanny, Bitcom

T11 - THE ISRAEL MANAGEMENT CENTER PANEL: MANAGING IN A WIRED COMPANY (H) Moderator: Dr. Gadi Ariav, Tel Aviv University Panelists: Prof. Alexander Aviram, General Manager, Assuta Hospital Dr. Michael Hanani, Head of Information Systems & Computing Division, Bromine Compounds Itzhak Malach, Assistant General Manager, Bank Leumi Le-Israel B.M. Amos Anatot, Manager, Industrial & Information Technologies Division, Teva Pharmaceutical Industries	T10 - ERGONOMICS IN PRODUCT DESIGN Chairman: Samuel Konforti, IDF <i>Ergonomics Variants in Key Boards Design</i> (T) Dr. Issachar Gilad, Technion - Israel Institute of Technology <i>Communication by Pictograms</i> (T) Eddy Lehavi, Lehavi Designs <i>Computer Simulations in Motor Learning</i> (T) Dr. Roni Lidor, The Zinman College of Physical Education at the Wingate Institute <i>Simulation System for Operator's Ability and Fitness Evaluation</i> (T) Jossi Shub, Manager R&D, El Al	T9 - RIGHTSIZING Chairman: Rafi Epstein, Imagenet <i>Rightsizing</i> (H) Tal Drori, Manager, Program Department, M.L.L. Haifa <i>Downsizing the MF in a Safe Way</i> (H) Yoram Har-Lev, The Israeli Electric Corporation <i>Moving from Central to Client-Server Operating Environment - A Field Report</i> (H) Azi Cohen, General Manager, SCP Systems <i>Building Open Client-Server Systems</i> (H) Arie Levy, Software Consultant, Digital Israel	COMMERCIAL SESSION 16.00 <i>Compass Air - Global Information without Geographical Limitation</i> Aaron Alboher, G.B.I.
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	Dulzin Hall	Schwartz Hall	Hall 500
09.30 - 11.00	W1 - HIGH SPEED COMPUTER NETWORKS Chairman: Yehuda Zisapel , President of Rad-Bynet Group <i>Information Super-Highway: Introduction</i> (T) Yehuda Zisapel , President of Rad Bynet Group <i>LANs Interoperability Over ATM Networks</i> (E) David Drury , Fore Systems, U.K. <i>Towards Optical Fiber Systems at 100 Gigabit/second</i> (E) Prof. Gadi Eisenstein , Technion, Israel Institute of Technology	W9 - DATA BASES Chairman: Prof. Israel Spiegler , Tel-Aviv University <i>Combining a Data Reduction Model and a Virtual Hypertext Node in Handling Very Large Data Bases</i> (T) Ofer Drori , Shaam Information Systems <i>An Intelligent System for Routing User Requests in a Network of Autonomous Data-Bases</i> (T) Ran Giladi , Ben Gurion University of the Negev <i>A Natural Language Interface in Hebrew for Relational Databases</i> (T) Eliezer Gur , Bar Ilan University	
11.00 - 11.30	C O F F E E B R E A K (in the exhibition hall and on the 1st floor)		
11.30 - 13.00	W6 - INTERNET Chairman: Dr. Sheizaf Rafaeli , School of Business Administration, The Hebrew University, Jerusalem & Macom <i>Advertizing on Internet Trends and Future</i> (T) Steve Maoz , IDT, USA <i>The Internet Wild West - The Challenges of Dealing with New Types of Crime</i> (T) Dr. Raphael Yahalom , School of Business Administration, Hebrew University, Jerusalem <i>Work and Play of the Internet</i> (T) Dr. Sheizaf Rafaeli , School of Business Administration, The Hebrew University, Jerusalem & Macom <i>New Business Applications in the Internet</i> (T) Prof. Ehud Shapiro , Weizmann Institute of Science & Yubik	W7 - MULTIMEDIA Chairman: Victor Shenkar , Managing Director, Tiltan/IBM <i>Multimedia and UNIX</i> (T) Dr. Ariel J. Frank , Dept. of Mathematics & Computer Science, Bar Ilan University <i>Business Opportunities in Multimedia</i> (T) Noga Kainan , I.B.L. - International Business Leads <i>Photo Realistic Real-Time Terrain Rendering</i> (T) Victor Shenkar , Managing Director, Tiltan/IBM	W11 - INFORMATION TECHNOLOGIES IN THE MIDDLE-EAST Chairman: Moshe Ortasse , Chairman, Electronics & Software Division, Israel Manufacturers' Association <i>Overview of Telecommunications in Egypt & Potentials for Regional Cooperation</i> (E) Tarek Amin Malash , President, ADCOM, Advanced Projects & Systems Co., Egypt <i>Information Technology in Jordan</i> (E) Dr. Laith al Qassem , CEO, Jordan Technology Group <i>Electronics and Software Needs and Development in the Palestinian Autonomous Areas</i> (E) Samir Abdel Hadi , President, SAMCO Telecom & Computers, Nablus <i>Educational Software in Arabic</i> (E) Eid Sader , Sader Computers
13.00 - 14.00	L U N C H B R E A K (entrance level)		
14.00 - 15.30	PLENARY SESSION 3 (Dultzin Hall) PANEL: DESIGN CENTERS IN ISRAEL: GOOD? FOR WHOM? Moderator: Prof. Dani Dolev , Chairman of the National Committee for Information Technology & Infrastructure, The Hebrew University, Jerusalem Panelists: Hanan Achsaf , Managing Director & Country Manager, Motorola Israel Dr. Yehoshua Gleitman , Chief Scientist, Ministry of Industry & Trade Dr. Josef Raviv , Director, Science & Technology, Haifa Research Laboratory, IBM, Israel Yehuda Zisapel , President of RAD-BYNET Prof. Shlomo Maital , Technion, Israel Institute of Technology		
15.30 - 16.00	C O F F E E B R E A K (in the exhibition hall and on the 1st floor)		
16.00 - 17.30	CLOSING SESSION (Dultzin Hall) Chairman: Dr. David Mittwoch , AT&T - GIS <i>Driving Without Headlights: The Promise and Perils of the Information Superhighway</i> (E) Paul Gillin , Editor, Computerworld, USA <i>Serious Business of Humor</i> (E) Randall Munson , Founder & President of "Creative Productions" Guest Lecture: Peace Aspects in the Middle East - in a Borderless World (T) Mr. Shimon Peres , Minister of Foreign Affairs		

Hall 210	Eshkol Hall 2	Eshkol Hall 3	Eshkol Hall 1
W4 - DOCUMENT MANAGEMENT & RE-ENGINEERING Chairman: Lior Kamil , President, iTECH <i>The Document Management Market Place - Yesterday, Today and Tomorrow</i> (E) James Breuer , Sr. Vice President Marketing, ALLM, U.S.A. <i>Implementing Imaging and Re-Engineering Solutions: Benefits Versus Pitfalls</i> (H) Lior Kamil , President, iTECH <i>The Implications of the Workflow Approach on the Organization</i> (H) Izhak Heldi , Seker <i>Implementing Project "Reem-2" in the Israeli Electric Corp. Using a Re-Engineering Approach</i> (H) Ilan Strulovitz , Logistical Systems Department Manager, The Israel Electric Corporation	W3 - INFORMATION SYSTEM - APPLICATION, EFFICIENCY AND ECONOMICAL JUSTIFICATION Chairman: Eli Attar , Israel Phoenix Assurance Co. <i>An Artificial Alfactory System</i> (E) Dr. Labib M. Arafah , Hebron Institute of Technology <i>Analyzing the Implementation Processes of Information Systems Master Plans</i> (H) Tamir Bechor , Faculty of Management, Tel Aviv University <i>Human Resource Planning - Quantitative Thinking</i> (H) Lt. Col. Dr. Nachshon Margalio , IDF - Logistics Branch - Human Resource Planning <i>Measuring the Economic Benefits of a Computerized Information System - (A Milking Parlour Model)</i> (H) Ehud Gelb , Extension Service, Ministry of Agriculture, Israel	W5 - ARTIFICIAL INTELLIGENCE - ANNUAL CONFERENCE Chairman: Dr. Shaul Markowitz , Technion, Israel Institute of Technology <i>Industrial Applications of Machine Learning</i> (E) Prof. Yves Kodratoff , Director of Research, French Centre National de la Recherche Scientifique, University of Paris-Sud, France <i>High Performance Artificial Intelligence</i> (E) James Hendler , University of Maryland, USA	COMMERCIAL SESSION Each presentation is scheduled for 45 minutes 10.00 <i>Oracle Media Server</i> Uzi Achtentoch , John Bryce 11.00 <i>Real-Time Cabling Management</i> David Akerman , Bynet
W8 - EDI TO ACHIEVE BUSINESS PROCESS RE-ENGINEERING GOALS Chairman: Meir Shor , M.L.L. Information & Technology <i>Electronic Information as an Infrastructure for International Business</i> (H) Meir Shor , M.L.L. Information & Technology <i>EDI to achieve Business Process Improvement in Israel Aircraft Industry</i> (H) Rachel Zucker , General Manager, MAMAN - Israel Aircraft Industry <i>The New Customs System in Israel</i> (H) Benny Cohen , Directorate of Customs & V.A.T.	W2 - UNIX AND OPEN SYSTEMS Chairman: Dr. Joel Adir , Support Manager for Computer Services, RAFAEL <i>Considerations for Moving to Open Systems</i> (H) Zvi Parush , Manager, Data Systems, Tadiran <i>Current Technology for Large Unix Centers</i> (H) Zvi Brunner , Vice-President Technology, Team Computers <i>Netware-4 and UNIX Connectivity</i> (H) Chaim Inger , Manager of Technical Support, Mashov	W10 - ARTIFICIAL INTELLIGENCE - ANNUAL CONFERENCE (Cont'd) Chairman: Dr. Shaul Markowitz , Technion, Israel Institute of Technology <i>Consenting Agents: Negotiation Mechanisms for Multi-Agent Systems</i> (E) Jeffery Rosenchein , The Hebrew University, Jerusalem <i>A Complete & Accurate Hebrew Index Based on generated Phonemic Text</i> (H) Uzzi Ornan , Technion, Israel Institute of Technology	COMMERCIAL SESSION Each presentation is scheduled for 45 minutes 12.00 <i>TCP/IP Applications for Windows</i> Dany Geizler , Net Manage 13.00 <i>Unlimited Commerce</i> Eli Israeli , Elronet
			COMMERCIAL SESSION Each presentation is scheduled for 45 minutes 14.00 <i>The Israeli Information Highway</i> Opher Rigby , TVTEL 15.00 <i>CHIPCOM</i> Jonatan Mala'chi , Netcom
			COMMERCIAL SESSION 16.00 <i>A.T.M. The Technology of the Future</i> Irfan Ali , Tadiran
(E) = English (H) = Hebrew (T) = Simultaneous translation into English			

THURSDAY, JANUARY 19, 1995

**PROFESSIONAL VISITS TO R&D AND HIGH TECH INDUSTRIES
(OPTIONAL)**

Professional visit to Migdal Ha Emek - the Silicon Valley of Israel;
Tefen Industrial Park (including lunch);
Haifa - Matam - Technology Center for design and development of hi-tech products.

For detailed information please apply to the Registration Desk.

COMMERCIAL SESSION

Each presentation is scheduled for 45 minutes

- 10.00 *Linkworks - Computerized Office*
Yakir Lavie, Digital, Israel
- 11.00 *"English Discoveries" A Case Study of the Development of a Large Scale Multimedia Product*
Joshua Idar, Phd., Edusoft
- 12.00 *HSS - ATM*
Jean Claud Senechal, Tadiran
- 15.00 *A.T.M. - The Technology of the Future*
Irfan Ali, Tadiran

GENERAL INFORMATION

CONVENTION VENUES

Monday, January 16, 1995 - Dan Panorama Hotel & Convention Center,
Tel Aviv

Tuesday - Thursday, January 17 - 19, 1995
Jerusalem International Convention Center

INFORMATION PROCESSING ASSOCIATION (IPA)

P.O. Box 53113
61530 Tel Aviv, Israel
Tel: 972-3-6473023
Fax: 972-3-6473683

**CONVENTION SECRETARIAT/ORGANIZERS
INTERNATIONAL TRAVEL & CONGRESSES LTD.**

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EXHIBITION ORGANIZERS

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